

GREENVILLE RECREATION COMMISSION MINUTES
March 10, 2010

The Greenville Recreation and Parks Commission met on the above date at City Hall, Council Chambers. Vice-Chairman Aldridge officially called the meeting to order at 5:30 pm. The following members were present:

Mrs. Sue Aldridge, Vice-Chair
Mrs. Marion Blackburn
Mr. Seth Shoneman
Mr. Jimmy Bond

Mr. Jerry Clark
Mr. Bill All
Mr. Freddie Outterbridge

Others in attendance included city staff members Gary Fenton, Director of Recreation and Parks; Shana Kriewall, Recreation Superintendent; Mark Gillespie, Parks Superintendent; Todd Riddick, Recreation Manager; Troy Smith, Recreation Supervisor; Mike Cato, Bradford Creek Golf Pro; Debra Vick, Secretary II; and visitors Don Williams and DonWigent.

The February minutes were reviewed and no changes were proposed. A motion was made by Jimmy Bond and seconded by Bill All for the approval of the February minutes. Motion carried.

DIRECTOR'S REPORT

- Glimpse Magazine, an annual publication of the Chamber of Commerce, published an article entitled, "Wholesome Cure for Boredom," which focuses on facilities and services designed for youth by GRPD.
- At the February meeting the Commission was given information about revenues and staff was asked to provide information from FY 08-09 and 09-10. Revenues have been provided for FY 08-09 and projections have been provided for FY 09-10. The economy has certainly impacted these revenues. This gives a sense of where GRPD is and there are some reductions in revenues projected for FY 11 and FY 12.
- GRPD is using FaceBook to promote facilities, services and communication with the public. Just recently started using it and there are already over 125 fans and the number seems to be growing every day, at a faster rate each day. GRPD is probably reaching a group of folks that we do not reach in other ways. Laura maintains the FaceBook account.
- Last year the Cal Ripken Sr. Foundation provided equipment to our Jackie Robinson League and hosted a youth baseball clinic at Clark-LeClair stadium, with over 100 youngsters participating. Foundation support will continue this year, as the CRSF will again provide equipment to the Jackie Robinson League and will provide \$10,000 plus equipment to the Exceptional Community Baseball League (ECBL), formerly the Greenville Little Leagues Challenger League. The ECBL has expanded and now offers to a youth division (ages 5-14), a senior division (15-24), and an adult division (25 and over). They are anticipating much growth in the program and are excited about that and that the Cal Ripken Sr. Foundation has given money and equipment to expand that program. Opening day for ECBL is Saturday, April 10 at the Sara Vaughn Field of Dreams at Elm St. Park. Ceremonies begin at 9:00am.

- Also working with the Cal Ripken Sr. Foundation to establish a *Badges for Baseball* (BFB) program. We're working in conjunction with the Police Athletic League (PAL) that's already in operation here. The Director serves on the PAL board and feels the name "PAL" is misleading because there's so much more than athletics, but it does target, as does for Badges for Baseball, kids in high risk environments. BFB works to bring them together with law enforcement in a different environment than some are used to seeing them. The PAL program has operated for about 3 years at 2 of our facilities and it's changed some kids' lives. It's hard to know the extent of its impact, as that's something we'll want to monitor over the years just to see how many of the participants "stay on the right track." BFB has a component called *Healthy Choices - Healthy Children*, that focuses on areas that help develop life skills. We are excited about the program, it is still in the planning stages, and we'll update the Commission on the program in the months to come.
- City Council has established its Goals & Objectives for 2010-11 and the goals that most impact the Recreation & Parks include enhancing cultural and recreational opportunities, promoting and strengthening economic development opportunities, and enhancing diversity and promoting inclusiveness. We are developing action items for all these goals, things that will we will do as a department that will impact the achievement of them. Once finalized, we will provide the Commission with a copy of our action items.
- An upcoming edition of US Airways Magazine will feature Greenville (in the April or May edition). Mr. Fenton provided a variety of pictures of department facilities and programs, and was told they would be using some of them.
- Mr. Fenton mentioned a DVD that River Park North Manager Howard Vainright had shared that was developed by UNC-TV in cooperation with the NC Museum of Natural Sciences. It has been an episode in the UNC-TV series, "Exploring NC." This particular episode, "Wilderness Next Door," highlights the importance of preserving wilderness and open space, park lands and trails in a growing urban environment. River Park North is featured in the video. We hope to eventually use it on G-TV9, assuming we can get permission to do so. It is a video that makes people think how important it is to preserve parks and trails in an environment of asphalt, steel and concrete. Howard and other RPN staff are in the video several times.
- There were materials in the Commission packet regarding a request we have received to rename West Meadowbrook Park after Mr. Matthew Lewis, who for many years resided in the West Meadowbrook area and was apparently involved in the development of the park. Mr. Lewis passed away in the last few years, and there is a picnic shelter at West Meadowbrook Park named in his honor. Once this request was received, we researched City procedures for naming facilities, and last fall briefed Commission about that. We've since requested additional information about Mr. Lewis that would justify consideration for such a name change for the park. City Council ultimately has legislative responsibility for naming or renaming City facilities, but when a park or recreation facility is involved, Council requests that a recommendation first come from the Recreation and Parks Commission. Current guidelines in naming facilities give preference to naming a park after a geographical location (as West Meadowbrook is named), or geographical feature (such as River Park North). Exceptions can be made to honor those who have had a significant impact on our department, a neighborhood or the

Greenville community in general. This proposal will be considered at the April meeting, and the resulting recommendation forwarded on to City Council.

- The Director is grateful to City Council for their support in accepting the Commission's recommendation last month to provide funding to replace the half pipe that recently had to be removed from Extreme Park. The process of replacing the element is underway. In addition, Council identified money to allow GRPD to move forward with a new walking trail at Greenfield Terrace Park. This will allow GRPD to take advantage of a contractor's offer to provide part of that project at no charge. Greenfield Terrace will have a walking trail in the next few months and hopefully in the years to come we'll be able to add walking trails to most all major parks.
- Staff attended Council Member Smith's District I Town Hall meeting in Council Chambers on 3/8/10. Mr. Fenton briefed attendees on the Rec/Parks facilities in the district. District 1 has 9 GRPD facilities in it, more than any other district. However, since it is geographically the largest voting district in the City, the distance between the facilities can be significant, as can the distance between a particular residence and the nearest park. GRPD has been meeting with the *North of the River Focus Group*, to help open the doors of communication and understanding. GRPD will soon be embarking on a Master Plan for Greenfield Terrace, one of our north of the river parks and certainly will involve the *North of the River Focus Group* in the process. Though only 4-5 acres of Greenfield Terrace is developed, it's a 27 acre park that is also bordered by land owned by the Boys & Girls Club of Pitt County. Mr. Fenton has spoken with Jay Ferrin, Executive Director of the Boys & Girls Club, regarding partnering on development. Mr. Ferrin was receptive to the idea.
- This was a challenging year for the Eastern Regional Basketball Tournament because of the snowy weather and school cancellations. Dr. Jimmy Grimsley does a great job managing the event, but the tournament does not have a corporate sponsor beyond this year. In the past, University Health Systems of Eastern NC (UHS), as well as the Greenville Convention and Business Bureau, have been sponsors, with UHS being the major sponsor. We can't thank them enough for their support over the years. Admissions for the tournament has been high, \$134,000 this year. Unfortunately for Greenville, all of that money goes back to the NC High School Athletic Association, and cannot be used to offset tournament expenses.
- Town Common's 4th of July Event has been provided by the Jaycee's for some time. Recently, they've had trouble securing corporate support. About \$9,000 is needed, with \$6,000 of that for fireworks. Their search for support continues. This event attracts approximately 20,000 to Town Common.

Parks Superintendent's Report, Mark Gillespie

- BMXer Don Wigent provided a PowerPoint presentation regarding Extreme Park, BMX biking, it's economic impact for Greenville, and where the sport is headed.
- Eppes HVAC Renovation – Window replacement has begun, asbestos is being removed. The contractors are putting up plywood after removal until the window contractor puts in windows. Received bids on 3/3/10 for HVAC, but the 2 lowest bids had technical issues, the 3rd was \$23,000 higher than what would have been the low bid. Felt the need to rebid that project and there is enough time to do it. Currently in the process of rebidding.

- Town Common Master Plan –Schematic design is 50% complete. Continue to work with ColeJenest & Stone and have completed public discussions. The design should be completed in the spring. IT Department is working to place this information on the City website.
- West Meadowbrook Playground – Will receive proposals from at least 3 vendors on 3/12.
- Jaycee Park Half-pipe Ramp - Work will begin in mid-March, currently under contract with East Carolina Custom Metal. Anticipate completion in 45 days.
- Phil Carroll Nature Preserve Master Plan– Students at NC A&T have completed their site analysis phase of the plan and are now working on concept plans.
- Bradford Creek Golf Course Pro Mike Cato addressed the Commission and noted that in the last four months, the golf course has had 61 days with no play, was closed, or had less than \$400 in revenue. The weather and economy have very negatively impacted course operations.
- Mr. Cato mentioned that he had attended the PGSA Annual Meeting and learned since 1990 new participation in golf has grown 16%, however new golf course openings have grown 47%. Bradford Creek has to develop new programs and introduce new people to golf. Mark and Mike went to Charlotte to meet with Dale Ratcliff who is in the forefront of golf in our area. Charlotte is developing short courses (3, 4, or 5 holes) which are utilized to teach the new players on a course. BCGC's focus is on creating programs and getting people involved in the game. BCGC is participating in *The Get Golf Ready* program – a PGA nationally recognized program that teaches all aspects of golf gets them on the golf course for some experience. Hopefully they'll continue to utilize the course. Mike provided a detailed revenue report since 2003. BCGC had more revenues in the first 10 days of March than it did the whole month of February. The next few months will be critical. Mark Gillespie – A Golf Revenue Report will be provided monthly to Commission. Creating a marketing plan and need IT's assistance with a new software program that allows such functions as tracking customers. Once that program is in place BCGC will be able to initiate a full marketing plan. Hope to begin this process the first of May, however will keep the Commission updated when it's ready to begin.

Recreation Superintendent's Report, Shana Kriewall

- A group of staff are going to Durham to talk with Parks and Recreation staff and learn how they went through the accreditation process. The Accreditation Team has many questions and Durham has agreed to assist us in the process.
- Shana leaves Sunday for the Revenue Development School in Wheeling, WVA. This will also help with the accreditation process because there are policies that need to be established regarding revenue and pricing.
- March 20 –A free hockey clinic at the Extreme Park. Partnered with ECU hockey students and hockey parents to provide this free clinic for ages 4 & up.
- March 27 – Annual KidsFest with Martin-Pitt Partnership at the Greenville Convention Center at 10am.
- April 10 – PirateFest
- Registration for Future Stars Soccer closed with 902 participants, 50 more than last spring's registration.
- Registration for summer programs begins 3/15.

- Troy Smith, Recreation Supervisor with South Greenville Recreation Center presented a PowerPoint presentation on the center.
- Commissioner Freddie Outterbridge commented to Troy that his fraternity has a program that works with fathers and sons and he'd like to talk with Troy about the "Boys to Men" program. Mr. Outterbridge will meet with Troy about this program.

NEW BUSINESS

1. Consideration of Corporate Membership Rate for Part-Time GAFC Employees – Shana noted that at GAFC there are over 50 part-time employees who do not receive the benefit of GAFC membership provided to full time city employees. Shana asked the Commission to consider allowing GAFC's PT staff a GAFC membership at the corporate rate. Regular rates are \$26/month for an individual and \$45/month for a family. Corporate rate is \$16/month for an individual. PT employees would only receive this benefit when on the active payroll. Mr. Bond asked if a lower rate could be considered. Mr. Fenton responded that a new fee would have to be added to the City's Manual of Fees.

Jimmy Bond moved to table this discussion until the next meeting on 4/14 so a lower rate could be considered. Freddie Outterbridge seconded the motion. Motion carried.

OTHER BUSINESS

None.

COMMENTS FROM COMMISSIONERS

- Visitor Don Williams was recognized for his attendance.

A motion to adjourn was made by Mr. Bill All and seconded by Mr. Jerry Clark. Motion carried unanimously.

Respectfully submitted,

Laura J. Davenport

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Administrative Secretary